

**RESOLUTION OF THE
BOARD OF REGENTS OF
NAVAJO TECHNICAL UNIVERSITY**

Approving the Navajo Technical University (NTU) Code of Conduct for Recruitment and Advertising to Ensure that the Stakeholders Communicate with Honesty, Cultural Respect, Professionalism, and Consistency Across all Platforms for Protection of the Reputation of the University, attached hereto as Exhibit A.

WHEREAS:

1. The Board of Regents of the Navajo Technical University is responsible for the administration, operations and the development of policy as stated in Navajo Nation Council Resolution C0-58-16, enacted on November 10, 2016, that amended the University's enabling legislation, codified at 15 N.N.C. §§1201-1210; and
2. Pursuant to the University's enabling legislation, Navajo Technical University (NTU) is organized as an institution of higher learning for the primary purpose of providing post-secondary and post-graduate education programs that serve both the academic and vocational/technical needs of the Navajo Nation and its citizens, 15 N.N.C. §1203(A); and
3. Pursuant to the University's enabling legislation, the Board of Regents of Navajo Technical University is authorized to review and approve course curricula, assessment structures, program plans, research and development projects, in accordance with established program priorities and policies of the University, 15 N.N.C. §1205(F), and to review and approve contracts, 15 N.N.C. §1205(R); and
4. The Code of Conduct for Recruitment and Advertising guides all NTU staff, faculty, student workers, and partners involved in recruitment, outreach, marketing, and advertising; and
5. The NTU Code of Conduct for Recruitment and Advertising ensures that NTU communicates with honesty, cultural respect, professionalism, and consistency across all platforms to protect the reputation of the institution; and
6. The Administration of the Navajo Technical University has reviewed the Code of Conduct for Recruitment and Advertising, and hereby recommends the Board of Regents of Navajo Technical University approve the Code of Conduct for Recruitment and Advertising to guide all NTU staff, faculty, student workers, and partners involved in recruitment, outreach, marketing, and advertising, attached hereto as Exhibit A.

NOW THEREFORE BE IT RESOLVED THAT:

1. The Board of Regents of the Navajo Technical University hereby approves the Code of Conduct for Recruitment and Advertising to ensure NTU communicates with honesty, cultural respect, professionalism, and consistency across all platforms to protect the reputation of the institution, attached hereto as Exhibit A.

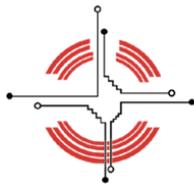
2. The President of Navajo Technical University is hereby authorized, directed and empowered to do all things necessary to effectuate the purpose of this resolution.

CERTIFICATION

I hereby confirm that this resolution was discussed and considered by the Board of Regents of the Navajo Technical University at a duly called meeting held in Albuquerque, New Mexico at which a quorum was present and that this resolution was passed by a vote of **6** in favor, **0** opposed and **0** abstained on the 6th day of March 2026.



Tara Denetsosie-Lovato, Chairperson
NTU Board of Regents



Code of Conduct for Recruitment & Advertising

1. Purpose

This Code of Conduct guides all NTU staff, faculty, student workers, and partners involved in recruitment, outreach, marketing, and advertising. The goal is to ensure NTU communicates with honesty, cultural respect, professionalism, and consistency across all platforms while protecting the reputation of the University.

2. Guiding Values

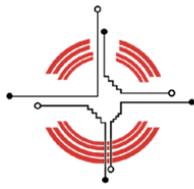
All recruitment and advertising activities must uphold NTU's core values:

- **Integrity** – Communicate truthfully and accurately.
- **Respect** – Honor Navajo culture, community values, and all audiences.
- **Responsibility** – Represent NTU professionally on and off campus.
- **Inclusivity** – Ensure all messaging supports diversity and equal opportunity.
- **Excellence** – Maintain high standards in content quality and branding.

3. Ethical Advertising Standards

All NTU advertisements, digital, print, social media, broadcast, and community outreach, must:

1. **Provide accurate and up-to-date information** about programs, tuition, deadlines, scholarships, admissions requirements, and campus services.
2. **Avoid misleading statements, exaggerations, or false guarantees**, including job placements, financial aid promises, or program outcomes.
3. **Use approved NTU branding**, including logos, colors, fonts, and templates as defined by the Marketing Department.



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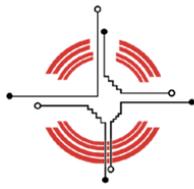
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4. **Follow copyright and licensing** for photos, music, videos, and published materials.
5. **Respect cultural imagery** by avoiding stereotypes or inappropriate use of Indigenous symbols, regalia, or sacred items.
6. **Ensure all claims are verifiable**, especially in competitive comparisons with other institutions.

4. Ethical Recruitment Practices

Recruitment staff and anyone representing NTU must:

1. **Treat all prospective students equally**, without discrimination based on race, gender, age, disability, religion, sexual orientation, or tribal affiliation.
2. **Provide honest guidance** about academic expectations, financial aid processes, and career pathways.
3. **Avoid pressuring students** or using manipulative tactics to secure enrollment.
4. **Keep student information confidential** and follow FERPA guidelines.
5. **Use clear language** free of jargon when speaking with students or families.
6. **Refer students to appropriate departments** when questions fall outside marketing or recruitment.
7. **Promote NTU in a positive and professional manner** at all times, including during community events, school visits, and virtual presentations.



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5. Digital & Social Media Conduct

All NTU-related digital communication—official pages, photos, livestreams, and employee accounts used for work—must:

1. **Maintain professionalism and accuracy** in posts, captions, and graphics.
2. **Avoid political statements, personal opinions, or any controversial topics** under NTU branding.
3. **Protect sensitive data**, including minors' images, student records, and internal university information.
4. **Obtain proper consent** for photos or videos, especially of minors.
5. **Remove inappropriate content immediately**, including comments containing hate speech, threats, harassment, or misinformation.
6. **Follow NTU's Social Media Policy** and use the approved marketing request process.

6. Communication with Minors & Families

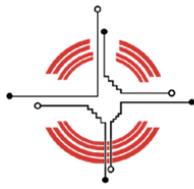
When speaking with K–12 students:

- Always **follow school policies**, chaperone rules, and safety expectations.
- **Never contact minors directly** through personal messaging or social media.
- **Use family-friendly, culturally respectful language** in all materials.

7. Collaboration, Partnerships & Third-Party Vendors

Vendors, partners, and sponsors representing NTU in advertising must:

- Follow NTU branding and cultural guidelines.
- Use approved language, logos, and images only with permission.
- Submit all materials to Marketing for review before distribution.
- Avoid misrepresenting NTU or using NTU imagery for unrelated promotions.



8. Internal Review & Approval Process

All recruitment and advertising materials must go through:

1. **Marketing Work Order Request**
2. **Branding Review** (logos, colors, messaging, cultural appropriateness)
3. **Content Accuracy Review** (program info, deadlines, offices)
4. **Final Approval** by Marketing Director or designee

No staff member should design or publish NTU materials independently outside this process.

9. Professional Conduct at Events

During recruitment events, staff must:

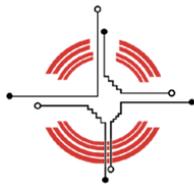
- Demonstrate **professional behavior**, punctuality, and respectful interaction.
- Keep NTU tables clean, organized, and stocked with approved materials.
- Wear **NTU-appropriate attire** or branded apparel.
- Avoid personal conversations, gossip, or inappropriate jokes while at tables.
- Engage positively with visitors and answer questions honestly

10. Accountability & Reporting

Violations of this Code of Conduct may result in corrective or disciplinary action consistent with established University policies and procedures. Possible actions may include:

- Required re-training.
- Removal from recruitment, communication, or advertising responsibilities
- Disciplinary action in accordance with applicable University policy

Student matters will be addressed under the **NTU Student Handbook**. Faculty and staff matters will be handled in accordance with the **NTU Personnel Policies**.



Members of the NTU community are encouraged to report concerns or potential violations to the appropriate University office, including:

- **Marketing & Communications Department**
- **Human Resources**
- **Student Services**
- **Immediate Supervisor**
- **Vice President of Operations**

Reports will be reviewed and addressed in accordance with University procedures.

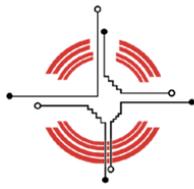
11. Annual Training

All employees, student workers, and representatives participating in recruitment and marketing activities must complete annual training in the following areas:

- NTU branding standards and the official Brand Book/Media Kit
- Cultural awareness and sensitivity
- Family Educational Rights and Privacy Act (FERPA) compliance
- Ethical recruitment practices
- NTU Social Media Policy

Training will be coordinated in collaboration with the designated **Human Resources Training Coordinator**. Completion of all required training must be documented, and verification records shall be submitted to and maintained by the Human Resources Office.

Participation in recruitment and marketing activities is subject to compliance with the **NTU Student Handbook** and the **NTU Personnel Policies**. Failure to complete required training may result in corrective action consistent with established University procedures.



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12. Commitment

By participating in Navajo Technical University (NTU) recruitment and advertising efforts, these employees agree to uphold this **Code of Conduct** and to represent the University with pride, professionalism, and cultural integrity. Participation in recruitment and advertising activities must align with the standards of conduct outlined in the **NTU Personnel Policies** and, where applicable, the **NTU Student Handbook**. Individuals engaged in these efforts are expected to communicate accurate information, follow approved branding guidelines, and conduct themselves in a manner consistent with NTU's mission and values.